



BIKE SHARE

## September 1 - September 30, 2020 Tempe Report



GRID Bike Share is Operated By:



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# System Snapshot

**Table 1**

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	434	N/A
<b>Trips</b>		
Total Trips	2,011	1,049
Trips Per Day (average)	67	35
Utilization Rate (trips per bike per day)	0.16	0.11
<b>Active Members</b>		
Total Membership	41,037	N/A
Monthly/Yearly Plans	535	N/A
Pay-As-You-Go & 7 Day Plan	40,430	N/A
<b>Revenue</b>		
Total Revenue	\$9,079.73	N/A
<b>Maintenance/Customer Service Activity</b>		
Total CS Cases Created	47	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

## Membership

**Table 2: Active Members (Full System)**

Membership Type	New Sign Ups	Total Active Members
Student	26	136
Monthly	19	267
Annual	0	132
Other	0	72
Pay as You Go	582	40,301
7 Day Pass	47	129
<b>Total</b>	<b>674</b>	<b>41,037</b>

## Trips

**Table 3: Cumulative Trips Per Day of the Week - September (Tempe Only)**

M	T	W	Th	F	Sa	Su
106	156	160	144	159	179	153

**Table 4: Trip Initiation Method (Tempe Only)**

Mobile	359
Keypad (manually entered)	676
Keypad RFID Card	0
Website	13

**Table 5: Trips**

	Sep (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	2,011	20,338	1,049	10,288
Total Miles Ridden	4,449	54,667	2,501	30,650
Avg Trip Distance	2.2	2.2	2.0	2.7
Avg Trip Time	0:43:49	0:46:00	0:41:07	0:55:47
Avg Weekday Trips	277	176	145	251
Avg Weekend Day Trips	314	233	166	108
Holds	141	1,115	n/a	n/a
Ended out of Hub	227	4,114	77	2,512
Ended out of System Area	18	220	4	113

*Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".*

**Table 6: Trip Stats by Member Type (Full System)**

Member Type	Sep Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,049	52%	11,278	55%
7 Day Pass	131	7%	1,931	10%
Annual	45	2%	1,228	6%
Monthly	134	7%	2,008	10%
Student	583	29%	2,642	13%
Other	104	3%	1,251	6%
<b>TOTAL</b>	<b>2,011</b>		<b>20,338</b>	

**Table 7: Trip Stats by Member Type (Tempe Only)**

Member Type	Sep Trips	%	Trips YTD	% YTD
Pay-as-you-go	510	49%	5,918	58%
7 Day Pass	83	8%	1,175	11%
Annual	19	2%	679	6%
Monthly	43	1%	658	6%
Student	394	38%	1,823	18%
Other	0	1%	35	1%
<b>TOTAL</b>	<b>1,049</b>		<b>10,288</b>	

Wednesday September 9th was the highest day for regional ridership with a total of 103 trips taken. For trips originating in the Tempe service area, Friday September 11th was the top day for ridership with 62 trips taken.

## Station Performance

**Table 8: Regional Station Performance**

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T29 Tempe Town Lake Marina	286	P107 17th Ave. / Jefferson St.	2
T20 Tempe Center for the Arts	237	P119 Grant St / 3rd St	0
T25 University Dr. / ASU Student Housing	172	P141 Phoenix College	0
T27 McAllister Ave / Washington St	132	7th St / Garfield St	0
P106 1st St / Washington St	126	P104 Jackson St / 2nd St	0
T18 Neil Giuliano Park	126	P108 12th Ave. and Washington	0
P124 3rd St / Taylor St	124	P176 Buckeye Rd / 13th St	0
T16 Apache Blvd / Rural Rd	114	ASU Business Administration Building (Virtual Hub)	0
T24 Westside Center	111	ASU Orange St - S McAllister Mall (Virtual Hub)	0
P132 10th St / Roosevelt St	91	ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	0

**Table 9: Tempe Station Performance**

Trips started and ended at each station in the Tempe service area

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T29 Tempe Town Lake Marina	9	136	150	286	0	14.25
T20 Tempe Center for the Arts	10	120	117	237	0	7.56
T25 University Dr. / ASU Student Housing	25	80	92	172	0	0
T27 McAllister Ave / Apache Blvd	25	69	63	132	0	0
T18 Neil Giuliano Park	15	63	63	126	0	0
T16 Apache Blvd / Rural Rd	15	56	58	114	0	0
T24 Westside Center	10	50	61	111	0	0
T17 Tempe Beach Park	25	44	41	85	18.77	0
T19 Kiwanis Park	15	42	42	84	0	0
T14 College Ave / University Dr	15	33	45	78	0	0
T26 ASU Memorial Union	25	36	39	75	0	0
T15 8th St / Dorsey Ln	10	33	32	65	0	0
T11 University Dr / Mill Ave	20	28	33	61	0	0
T02 3rd St / Mill Ave	9	22	24	46	0	0
T03 Rural Rd / Terrace Rd	11	23	13	36	0	1.63
T21 Forest Ave/ Lemon St. (Gammage)	20	14	21	35	0	0
T31 5th St / Mill Ave	15	17	17	34	0	0
T01 5th St / Forest Ave	25	14	14	28	0	0
T05 McClintock Dr / Apache Blvd	15	16	11	27	0	0
T28 Rio Salado Pkwy / Mill Ave	15	11	15	26	0	0
T04 Apache Blvd / Dorsey Ln	10	13	11	24	0	0
T13 College Ave / Apache Blvd	15	8	14	22	0	0
T22 Baseline Rd / Priest Dr	10	10	12	22	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	10	11	21	0	0
ASU Hayden Library - Cady Mall (Virtual Hub)	n/a	10	9	19	89.63	0
T30 Evelyn Hallman Park	8	10	8	18	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	n/a	12	5	17	36.72	0
T10 Washington St / Priest Dr	10	6	8	14	0	0
T09 Washington St / Center Pkwy	9	6	7	13	0	0
T32 North Tempe Multigen Center	10	4	8	12	0	0
T12 Rural Rd / Southern Ave	10	4	3	7	0	0
T23 Escalante Center	10	2	3	5	0	0
T08 Apache Blvd / Price Rd	10	2	1	3	0	0
T07 Smith-Martin / Apache Blvd	10	0	2	2	0	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	n/a	0	0	0	100	0
ASU Orange St - S McAllister Mall (Virtual Hub)	n/a	0	0	0	100	0

## Environmental Impact

**Table 10**

	Full System	YTD	Tempe Only	YTD
Calories Burned	177,978	1,914,738	100,039	163,359
Carbon Offset	3,916lbs	45,051lbs	2,201lbs	3,594lbs

*\*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.*

*\*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO<sub>2</sub> per mile and an assumption that the trip was taken in lieu of driving a car the same distance.*



## Maintenance & Rebalancing Operations

**Table 11: System-Wide Operations Data**

	System Wide	Tempe
Average number of bikes in service each day	434	165
Bikes inspected in field	596	168
Bicycles repaired	102	32
Average bike repair time	60 min	60 min
Bikes lost or stolen this month	2	0
Graffiti Cleaned	0	0

**Table 12: Reported Repairs/Issues (Full System)**

	Type of Issue	Sep	YTD
1	Other	240	2,483
2	Seat	8	96
3	Shifting/Pedaling	7	61
4	Lock	28	309
5	Keypad	85	578
6	Brakes	7	56
7	Flat Tire	60	409
8	Lighting	8	65
9	Frame	6	44
	<b>Total</b>	<b>449</b>	<b>4,101</b>

## Customer Service Reporting

**Table 13**

The top customer service contact category for the GRID system in September was

Reason For Contact	Sep Created Cases (Full System)	YTD
Member Inquiries	8	171
Billing	1	22
Account Management	7	37
Bike Issue	11	48
Charges	8	149
General Education	5	67
Operations	7	90
Sign Up	0	3
Hub Request	0	0
Partnerships	0	8
New Program Request	0	0
<b>Total CS Cases Created</b>	<b>47</b>	<b>608</b>

**Table 14: Customer Service Responsiveness (Full System)**

Time of call/email request	
Avg time to answer	38 sec
Avg duration of call	3:42 min

**Table 15: Agreed Service Levels for Operations within the Tempe System Area**

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	82%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

## Financial Summary

**Table 16**

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	n/a	n/a	n/a
Ride Fees	n/a	n/a	n/a
Out of Hub Fees	n/a	n/a	n/a
Out of System Area Fees	n/a	n/a	n/a
Rider Bonuses Given	n/a	n/a	n/a
<b>TOTAL</b>	<b>\$9,079.73</b>		n/a

*Data has not been audited and is only to be used as an approximation of Gross Revenue*

*\*Due to reporting issues with our Software provider, Mobility Cloud, we are no longer able to access the Revenue Data for the system.*

## Marketing Summary

**Table 17: Social Media**

Social Media Outlet	Followers	Impressions
Facebook	n/a	n/a
Twitter	n/a	n/a
Instagram	n/a	n/a

**Table 18: Events**

Event Name	City	Date
All events cancelled	n/a	n/a

*\*Data tracking regarding all Social Media was suspended during this period.*

# Weather

Table 19 (Source: [www.wunderground.com](http://www.wunderground.com))

Sep	high	low	avg	Precip. sum
1	102	85	93.2	0
2	102	85	93.2	0
3	107	86	96.8	0
4	113	86	100	0
5	113	89	102.3	0
6	112	89	100.8	0
7	108	85	97.1	0
8	98	83	91.8	0
9	89	71	80.6	0
10	92	70	81.7	0
11	91	73	82.2	0
12	98	73	85.4	0
13	102	76	89.1	0
14	104	79	92.1	0
15	103	80	92.1	0
16	107	78	92.5	0
17	108	78	93.7	0
18	106	81	93.7	0
19	103	82	93	0
20	104	78	92.6	0
21	102	82	92	0
22	102	87	93.1	0
23	104	78	91.4	0
24	106	79	91.6	0
25	104	79	91.9	0
26	103	78	90.6	0
27	101	76	89.1	0
28	102	75	88.5	0
29	102	79	89.3	0
30	104	77	90.1	0